

# 91st Annual NYSCMA Sales & Marketing Conference

Gideon Putnam Hotel and Conference Center - Saratoga Springs

## Tuesday May 8, 2007

8:40 am to 9:45 am:

ABC Update - Diane Rusnak, Sr. Manager, Publisher Relations



Diane Rusnak joined ABC as a field auditor, newspaper division in 1994, after earning a bachelor's degree in accounting from St. Michael's College in Vermont. In 1997, she relocated to ABC headquarters in Schaumburg, IL to join the field audit management team with a focus on auditor training. Rusnak was one of four managers to join the Publisher Relations department at its inception in 2000. She is currently pursuing her Master's degree at Roosevelt University.

9:45 am to 10:05 am:

Introduction of Advertisers / Associate Members - Phillip Hudson, 2nd VP

10:05 am to 10:35 am:

Coffee Break with Advertisers

10:35 am to 11:05 am:

Mary Miller - NIE Coordinator, NYNPA



Mary Miller has been the Education Services Director for the New York Newspaper Publishers Association since March 2001. Since creating the position, she has helped develop a growing library of NIE curricula aligned to the NYS Learning Standards/Assessments. Her vision for NIE in New York State includes strategic partnerships with other organizations interested in providing teachers with easy to use tools to ultimately improve student achievement and develop lifelong learners. She is a NYS Regional Coordinator for the National "We the People" Program and serves on the board of the New York State Consortium for Civic Learning.

11:05 am to 12:05 pm:

Terry Kushner -VP Sales & Marketing, Penn Traffic (P&C Foods)



Terry Kushner started his career in 1969 with First National Supermarkets. Inc. moving up to Vice President of Marketing Communications in 1979. He served as VP - Marketing Communications from 1996 for Riser Foods / Stop-n-Shop / Giant Eagle in Ohio. From 1998 to 2000, Kushner served as Asst. Circulation Director - Consumer Sales & Marketing with The Plain Dealer in Ohio. In 2000 he headed his own Marketing & PR agency, specializing in grocery retail. Kushner joined Penn Traffic in 2002 as VP- Advertising & Marketing for Penn Traffic and continues to serve in that capacity, responsible for all aspects of Advertising, Marketing,

Community Affairs, CRM / Loyalty Marketing, Consumer Research and Print Shop. Terry is a graduate of Cleveland State University with a BA degree in English and Secondary Education Certification.